

## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant : Merriman et al. Art Unit : 3688  
Serial No. : 10/798,444 Examiner : Michael H. Goldman  
Filed : March 12, 2004 Confirmation No.: 5265  
Notice of Allowance Date: June 28, 2010  
Title : METHOD OF DELIVERY, TARGETING, AND MEASURING ADVERTISING  
OVER NETWORKS

**MAIL STOP ISSUE FEE**

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

## RESPONSE TO NOTICE OF ALLOWANCE

In response to the Notice of Allowance mailed June 28, 2010, enclosed is a completed issue fee transmittal form PTOL-85b. Payment in the amount of \$1810 for the required issue fee and publication fee is made with this filing on the Electronic Filing System by deposit account authorization.

Please apply any additional charges or any credits to our Deposit Account No. 06-1050.

Respectfully submitted,

Date: 27 September 2010

/George P. Bonanto/  
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